Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Shortest Days Are Ripe

in the Valley of the Moon

Boyes Hot Springs is prettier than ever in its history, with strings of Christmas tinsel strung over the highway and the firehouse dolled up as never before. The rather new Merchants' association has been behind the street decorations, and also sponsors the savings bonds to go to some Boyes shopper. The volunteer firemen have outdone themselves this year with a huge Santa Claus and smaller dwarfs covering the entire front of their building.

Individual businessmen are getting their establishments in holiday attire, too, and you'll see more outdoor Christmas lighting in the residential sections this year. So it looks like the best holiday season ever.

You can buy your tree here, effective Saturday. Cub and Boy Scouts will have their lot near the branch library, and will have large stocks of trees, wreaths and other greenery on sale at reasonable prices. Proceeds go for summer camp and other Scout activities.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!

This must have been referring to Gallo Bros., DeSoto and Plymouth dealers: They're supposed to have so much "in" with the manufacturers that they can get you a 1956 automobile in one color!

GALLO BROS., Boyes. Franchised DeSoto and Plymouth dealers. Repair department. Towing service. Call WE 8-5415.

Yes, we'll donate 4 cents toward a good Christmas present you can send out to relatives and friends—a year's mailing of Moonbeams. They'll think about you every time they read it. All we have to have is a dollar for each subscription. (Costs us $1.04 per year to mail.) Ever hear of a greater bargain?

VALLEY WATCH REPAIR, Boyes, has large stocks of giftables—watch bands, jewelry, crystalware, binoculars, etc. Try us first.

There are some words most people have difficulty spelling, necessitating a look at the dictionary. Our worst ones are idiosyncrasy, fuchsia and Tucson. Many people stumble on Sacramento, separate, and the difference between siege and seize. What's your problem?

Christmas Gifts dominate this store. Cards in quantity. A visit here will take care of most of your needs. VALLEY DRUG STORE.

Comes the new calendar season. Our first for the new year was from Melina and Harvey at Our Resort, El Verano, and it's a dandy. (And they didn't get 'em for a nickel either.) Beautiful colored birds are pictured, the whole in a plastic frame, suitable for any room in the house.

CORNED BEEF as you've dreamed of. ..Sandwiches, dinners. Beer and Wine, too. DONOVAN'S IRISH INN, opp. Bath House.

Had a flat last Sunday and found the nearest phone at the Nazarene church in El Verano. Had trouble getting any help, but at long last somebody suggested Norrbom's and they were there in a hurry. Phone in the church office was the new-fangled dial type, futuristic model, and it takes a while to get used to it. Could hear the church service in operation, but at the time we didn't feel overly religious. Thank you, Reverend, a whole big lot.

STEAKS, CHOPS, RIBS, CHICKEN. Barbecued to your order. It's a splendid place to bring your guests. FIRESIDE LODGE.

The quack was selling an elixir which he declared would make men live to a great age. "Look at me," he shouted. "Hale and hearty, and I'm over 300 years old."

"Is he really as old as that?" asked a listener of the youthful assistant. "I can't say," replied the assistant. "I've only worked for him for 100 years."

'QUIETLY LUXURIOUS' means just that! The very best food and drinks, always. Bring your guests. MENDEL'S CAFE, Boyes.

The big bulky boys of the pro football teams have been bedding down at the Mission Inn the last two weeks—Green Bay Packers for a week, and now the Baltimore Colts, who hope to take the 49ers this coming Sunday. Some of the teams come here year after year, and like it. The players have a chance to relax a bit, get limbered up down at the ball park, enjoy the hot plunge at the bath house, and really they make acquaintances here that in some cases become fast friendships. Maybe that's why, after their stay in the Valley of the Moon, they proceed to make the 49ers and Rams see stars the next two weeks.

LARSON'S LIQUOR & SPORTING GOODS

Fine selection of gifts for men. Christmassy bottles.

Here seems a good place to say "thank you" to the more than 40 advertisers who make it possible for you to get Moonbeams for nothing. Most of them have been with us for a long time, and new ones pop in with great regularity. You too could say "thank you" after a fashion by telling your favorite merchants you've been reading their ads in this paper, appreciate it, and hope they keep it up forever. We'll like it, too, and so will the advertisers.

DENNY'S C O G CLUB gets more popular every day. Drop in and you'll discover the reason. It's friendly and congenial.

GEORGE'S MEATS (Boyes Food Center) offers you the finest, always. Try our steaks and chops. Poultry too. Delicatessen.

Well! Little Stevie finally did something of which we can approve. It's said he crossed a picket line to board an airplane in Chicago. He says he didn't know anything about it, but even if he did, it was a courageous action, something that more of us should be doing. We see no reason for striking—ever!—and picketing is the most loathsome form of pressure.

VALLEY OF THE MOON CIGARS. Finest Christmas gift for men. Made in the Valley. Phone WE 8-4158. Also at your dealer's.

LITTLE SWITZERLAND, El Verano. Old-world atmosphere. Dancing Saturday nights, Sunday afternoons. Well worth visiting.

When about 18 years old the beer tasted differently than it does now. Could be our taste has changed, but so many of the old-timers say the brewers have forgotten how to make good beer. It used to have a pronounced hop flavor, you could drink a lot of it, and seldom did one feel under the influence, if ever. Now, one little glass and it fills us clear up to the gullet. So the beer ads leave us cold, except we admire the way Jack Narz puts over his beer boost of a popular brand.

SONOMA MISSION INN, Boyes Springs. Splendid setting for banquets or for your out-of-town guests. Splendid food.

RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries.

Mother: "Before you get serious with that boy friend of yours, be sure he is always kind and considerate."

Daughter: "Oh, I'm sure of that, mother. Why, only the other day he told me that he put his shirt on a horse that was scratched."

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Gifts

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289.

SONOMA FURNITURE MART, South Broadway. Free Tickets with every purchase. Four prizes per month. Quality Furniture.

What, no contests for best outdoor Christmas lighting display? It makes for real competition, brightens up the town. Too late now for this year, but maybe it can be undertaken another year.

They had such contests in a small Michigan town. One fellow's effort was outstanding—and he won. Next year he was still the finest decorator, but the judges decided someone else should be given the honor even so. The man was mad, and we don't think he ever got over it.

THE DRIVE-IN (formerly Merry's, Boyes), now under new management. Open 24 hours a day. The food and coffee are wonderful.

ROZARIO'S PALMS INN, Verano. Favorite banquet and dinner resort. Cocktail bar. Snack bar. Bring your guests here.

The madhouse hasn't really started yet at the Boyes Hot Springs postoffice, but any day now that's exactly what you'll be seeing. Best idea would be to get those out-of-state cards in the mail by the 15th, those at home by the 18th. Packages take longer, so get busy with the wrapping pronto. Local office looks for biggest year ever in total number of mail pieces and total revenue. Employes will all be wrecks by the time the big day rolls around.

For Christmas, give cigars, pipes, cigarets. Best place to get 'em? BOB'S CIGAR STORE, Sonoma, of course. Real tobacconists!

RUGGLES VARIETY STORE, Sonoma. Sensational values in Christmas merchandise in all lines. Splendid card selection.

A little hard to realize that Christmas is only a coupla weeks away, but that's what the calendar says. Valley of the Moon Lions club has arranged for a theater party for the kids at the Boyes theater the afternoon of December 23 (possibly a Jack Benny film will be among those shown, so that insures an attendance of several adults). Local businessmen are chipping in to provide candy and other small gifts for the kids. Usually about 400 get to see a full afternoon of pictures.

RUSTIC INN, Glen Ellen, with authentic and historic western air, should be on your list. GUNNER & RUTH in charge.

OUR RESORT, El Verano (run by Melina and Harvey) is "something different." Finest in liquid refreshments. Draft beer.

Churches and many social and fraternal groups are busy with their own plans to take care of needy families and provide a little holiday joy for them. All of them will need whatever help you can give them. Be generous.

PAUL'S OLD RANCHERO, Verano. Paul at the organ every night. You can dance, too. Authentically western. Cocktails. Dinners. Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention.

They don't seem to be playing to death the regular Christmas songs this year. Still "White Christmas" always seems to sound pretty good, as do the old familiar carols. Don't remember so much about the carols we sang 'way back as a kid (there weren't many in our little town), but a lot of them were unfamiliar until in recent years. "O Come All Ye Faithful" was the big one, "Silent Night" became popular later.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

BOYES SPRINGS FOOD CENTER. A complete market. Large stocks of groceries and meats. Take-out License. Fast service.

Secretary Lois McVeigh of the Sonoma valley chamber of commerce has sent us some material on the matter of using school plants to capacity instead of letting them stand idle three or more months a year. She has done considerable research on the problem. Finds some parental opposition, it might interfere with vacation plans, and also there's a tradition that schools must be operated exactly as they always have been. The report is being studied, and maybe eventually we'll learn some of the answers. As of now, we expect to keep on hammering as long as the problem seems solvable.

POP & MOM MEDROS are your hosts at BROADWAY CAFE, Sonoma. Hillbilly dances every Saturday. Cafe in connection.

SONOMA GOLF & COUNTRY CLUB is the show place of the Valley. Bring your guests here for breakfast, lunch, dinner. Cocktails.

Little Boy (on a transcontinental train): "Mother, what's the name of the last station we stopped at?" Mother: "Don't bother me now, dear. I'm reading. Why do you ask?" The Boy: "Because sister got off there."

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

You've undoubtedly noticed how green are our valleys since the rains have started. Bulbs are again sending forth their greenery, some flowers are in bloom. Some of the prettiest are the chrysanthemums. When you see a whole bank of them in yellow, russet, pink or red, doesn't it give you a certain kind of feeling that's hard to describe? Locally the camellias seem to be out in front among the shrubs preparing to bloom.

MAC DONALD JEWELERS, Sonoma. Quality name brands in jewelry of all types, watches, bands, electric shavers. See us first.

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SEAFOOD — Wholesale and Retail — SAM FRISCIA, Craig Ave. off Arnold Drive. Fresh Crabs, prawns, fish, abalone, filets.

Doctor: "I've examined you thoroughly, and I can't seem to find the cause of your illness. It might be due to drinking, however."

Patient: "Oh, that's all right, Doc. I'll come back sometime when you're sober."

TOYLAND'S OPEN at BOYES VARIETY STORE. Largest stocks of giftware we've ever had. It's a One-Stop Gift Headquarters.

SONOMA GROVE, Hiway 12 south of Boyes. Finest Italian meals. Finest steaks. Finest cocktails. You'll like everything!

'TINY TIM' (condensed) — READ IT TO THE KIDS

Bob Cratchit, Tiny Tim's father, was a poor, underpaid clerk in the counting-house of Ebenezer Scrooge, a stingy old rascal. The day before Christmas Scrooge said to Bob, "I suppose you want all day off tomorrow?"

"It's only once a year, sir," murmured poor Bob, scurrying out.

That night, or so Scrooge claimed, his dead partner's ghost visited him. Scrooge would give no details, but the next morning he was, indeed, a changed man. He, who never gave anyone a gift, sent a prize turkey to the Cratchits. When Bob came prancing home from church with Tiny Tim on his shoulder, and waving his little crutches in excitement, the rest of the family were waiting to tell him the wonderful news. Such happiness, and such a babble of eager voices!

"How did little Tim behave?" Mrs. Cratchit asked Bob as she helped him unwind his long muffler.

"As good as gold," said Bob, "and better. He told me that he hoped the people saw him in the church because he was a cripple, and it might remind them of Him who made lame beggars walk and blind men see."

Before he could say more, the children called them to the table. Such a feast, perfect to the plum pudding with its tiny bit of blazing brandy. At last the dinner was done and the cloth cleared. Then all the Cratchit family drew around the hearth, and Bob poured from the jug. A knock sounded at the door, and before anyone could answer, old Scrooge came in.

"Enough, enough," cried Scrooge as the Cratchits gathered round to thank him for the wonderful bird. "And furthermore, I am about to raise your salary," he said, giving Bob a dig in the waistcoat. The Cratchits stared in amazement. "A merry Christmas, Bob," said Scrooge, "a merrier Christmas than I have given you for many a year."

Bob stood speechless, but Tiny Tim's little crutch sounded on the floor, and he filled another cup from the jug and gave it to Scrooge.

"A merry Christmas to us all, my dears," said Bob, as they raised their cups. "God bless us."

"God bless us every one," said Tiny Tim, the last of all.

PLAZA BARBER SHOP (Bud Thompson), next to Mendel's, will please you with splendid workmanship, latest styling.

MIKE & ROSE'S BOYES SPRINGS MARKET, for those luscious steaks you've heard about. A complete market. Many Specials.

KID'N AROUND (with Dick—Richard Helwig)

Hi there! Has your wife had you on her diet lately? Unfortunately, it seems to be the current fad. Everybody is diet-conscious—the men, reluctantly, the women, wishfully.

And this would even be all right if it pertained only to those men who really need dieting for health. But this idea of puttin' healthy husbands on diets 'cause their sponses claim they cannot diet while watchin' their husbands devour steaks, potatoes and pies, is ridiculous. The solution to this problem is easy. If the gal is really intent on stickin' to her diet, let her eat before servin' his dinner or build a vertical partition between them. The possibilities are numerous.

POWDER BOX BEAUTY SHOP now on Arnold drive next to Ellis Service. All new equipment. Same good service. "MAC" BOM.

Now I'm told, after makin' these wonderful suggestions, it's not just the watchin' and eatin' that makes it difficult; it's the cookin' too! As the delicate aroma from the broilin' steak permeates the kitchen and a steamin' apple pie turns a crispy tender brown, the cook is apt to issue the ultimatum, "Eat what I do or don't eat here at all!" This is a very crucial situation 'cause food is somethin' I don't like to do without, as I have become very fond of it. In fact, food and I are like one and we're in no hurry to part.

Eat food with a low calorie count, my wife keeps tellin' me, and we'll enjoy life longer. Fine, only the foods I like best are the foods she shouldn't eat. Cakes, pies, ice cream, fried chicken, mashed potatoes with gravy, mmm' boy, those are really good! When you're eatin' them, you're livin'.

B & L LAUNDROMAT, Fetters, is a lifesaver in this snappy weather. Bring in your laundry, have it all done in a half hour.

The other night I came home and proudly presented to my wife a quart of chocolate ice cream and a pound of butter cookies, thinkin' we could have a late evenin' snack. Wow! You should have seen the reception. A kiss? Oh no!

You'd think I had committed some major crime. "What are you tryin' to do?" she asked, stompin' her foot with fire comin' out the corners of her eyes. "I spend all week starvin' myself so I'll have a decent figure and you—you come home with this! Are you tryin' to force me off my diet? You know I can't eat ice cream, let alone cookies." And then came the soft sob routine with the "You don't love me any more" approach. She knows I fall for it every time.

"Okay, dear," I said. "We'll just leave it all in the freezer and maybe when you've got your figure back we'll have 'em."

"When I've got it back! What's wrong with it now?" she asked coolly.

"Nothin', I replied weakly, "but I thought you were on this diet to . . . "

About 10 o'clock the same evenin' I started to hear dishes movin' in the kitchen and I knew who was lookin' for a little bedtime snack, but I played dumb. It was easy.

Next mornin' I took a fast look in the refrigerator and found two big scoops of ice cream missin'. It's the same every night. If I don't bring somethin' home I'm in hot water, and when I do I'm still in hot water. It's monotonous.

EL DORADO HOTEL in Sonoma is noted for its fine Italian dinners, its old-time atmosphere. JOHNNIE MERLO on duty|

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Phone WE 8-2971

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

LISTEN WITH YOUR HEART (from This Week)

Many years ago, among some of our Indian tribes, it was the custom to appoint judges who would travel from one Indian village to another trying cases, on the order of a circuit judge nowadays.

Each man thus chosen was required to go out into the forest by himself to beg the Great Spirit for guidance. In his own way he was asking for enlightenment. He was asking for a mind cleansed of littleness that might becloud justice; a mind from which all passion and prejudice had been washed away. He wanted to put himself in the other man's shoes, to understand what made a man do what he did, to listen with his heart before he judged him guilty or innocent.

In these times of hair-trigger tensions, when the very air we breathe is septic with fear and suspicion, we might well follow our Indian judge's example—before we judge the other fellow too harshly. If we did, we would not be so quick to condemn what we imperfectly understand—or do not understand at all. We must remember that hearsay is punitive and capricious. We must never forget that the light of every soul burns upward . . . and make due allowances for atmospheric disturbances.

Go out and see FRANK LYNCH, local Valley real estate broker, at beautiful PUEBLO PARK, 2 blocks east of Sebastiani Winery in Sonoma. Nothing down to GIs, only closing costs. FHA and conventional financing to non-vets.